QuickTime Interactivity Tools

Session 715

QuickTime Interactivity Tools

Stephen Tonna
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MindAvenue AXEL

Interactive 3D Graphics for QuickTime and the Web

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MindAvenue AXEL

Interactive 3D Graphics for QuickTime and the Web

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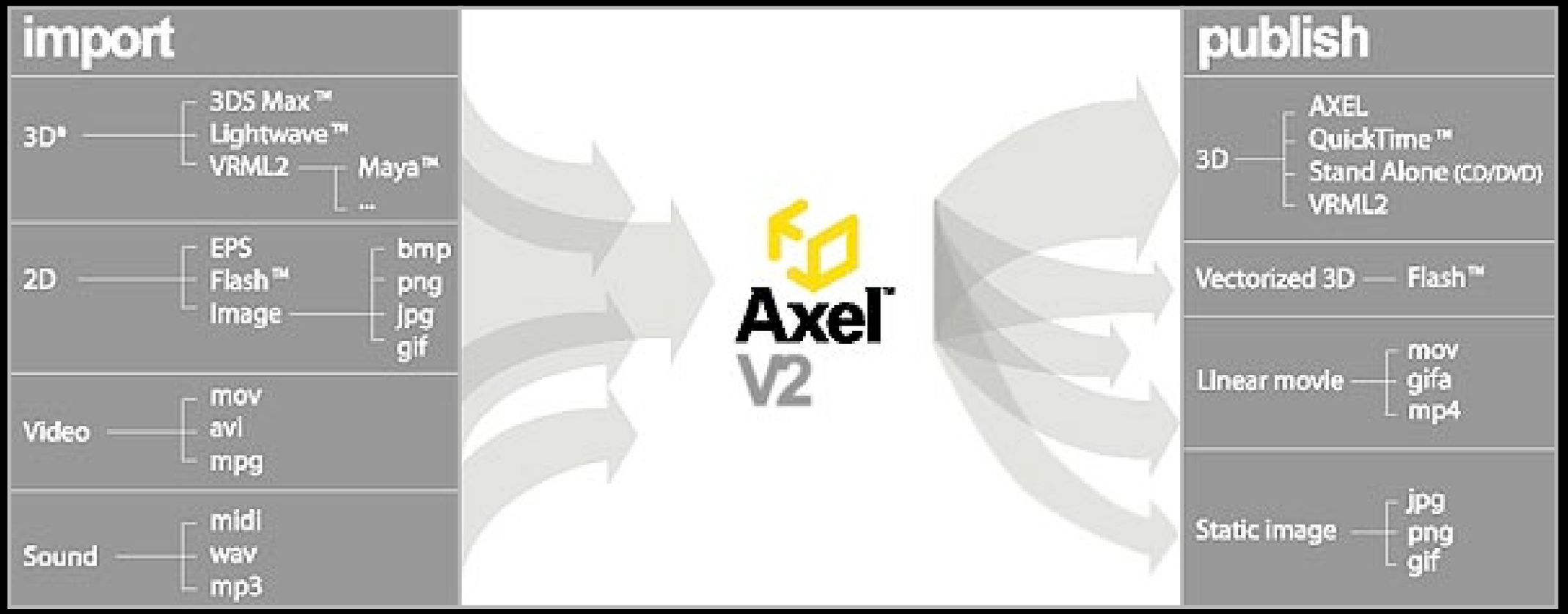
Introduction

- AXEL: a complete solution for high-impact web graphics
- Authoring and viewing on both Macintosh and Windows
- AXEL is a QuickTime media type, enabling interactive 3D tracks in QuickTime movies
- AXEL uses QuickTime to import movies and images and display them on 3D objects

From Modeling to Publishing



Demo

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The Power of AXEL

- Relate: link objects together or constrain their movements

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- Visualize: set rendering style, cameras, lighting, textures
  - Textures can be QuickTime movies or images

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- Interact: link sensors to reactions by drag-and-drop

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  - Textures can be QuickTime movies or images
- Animate: along a path or with key frames
  - Special effects: particles and waves
- Interact: link sensors to reactions by drag-and-drop
- No scripting required (unless you really want it)

Demo

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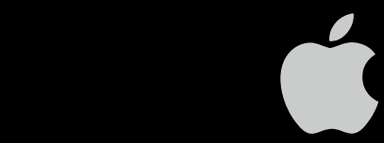
AXEL as QuickTime Media

- AXEL can publish your work as an interactive QuickTime movie
- Requires AXEL QuickTime component
  - Automatic download from Apple
- AXEL tracks communicate with other tracks such as sprites
- Supported by LiveStage Pro 4.1
  - Learn more in session 722 later today



For More Information

Web References

MindAvenue

AXEL
http://www.mindavenue.com/

AXEL Showcase
http://www.mindavenue.com/en/showcase/

Apple

Third-Party QuickTime Components
http://www.apple.com/quicktime/pr/components.html

Totally Hip

LiveStage Pro
http://www.totallyhip.com/

Unlimited Resolution Images In QuickTime!

Zoomify Component

Session 715

Unlimited Resolution Images In QuickTime!

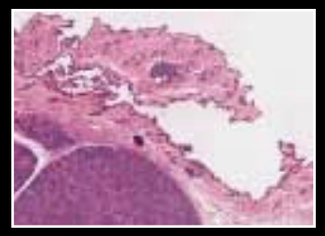
Zoomify Component

Pete Falco
CTO, Zoomify, Inc.
pete@zoomify.com

Introduction

- Zoomify enables ultra-high-res images in QuickTime
- Perfect for interactive images, objects, and panoramas
- Easy to author, fast to view, totally extensible

Zoomify



What You'll Learn

- Real-world applications: What to use it for
- Technology Overview: How it works
- Technology Framework: How to use it
- Interactivity tutorial—Zoomify hotspots
- What's on the horizon

Real-World Applications

Museums/Archaeology

MFA Museum of Fine Arts Houston

Smithsonian Institution

Medical/Scientific

Harvard

UC Davis

eCommerce

Burton Snowboards

Y&R

Entertainment

FHM

faction

Demo

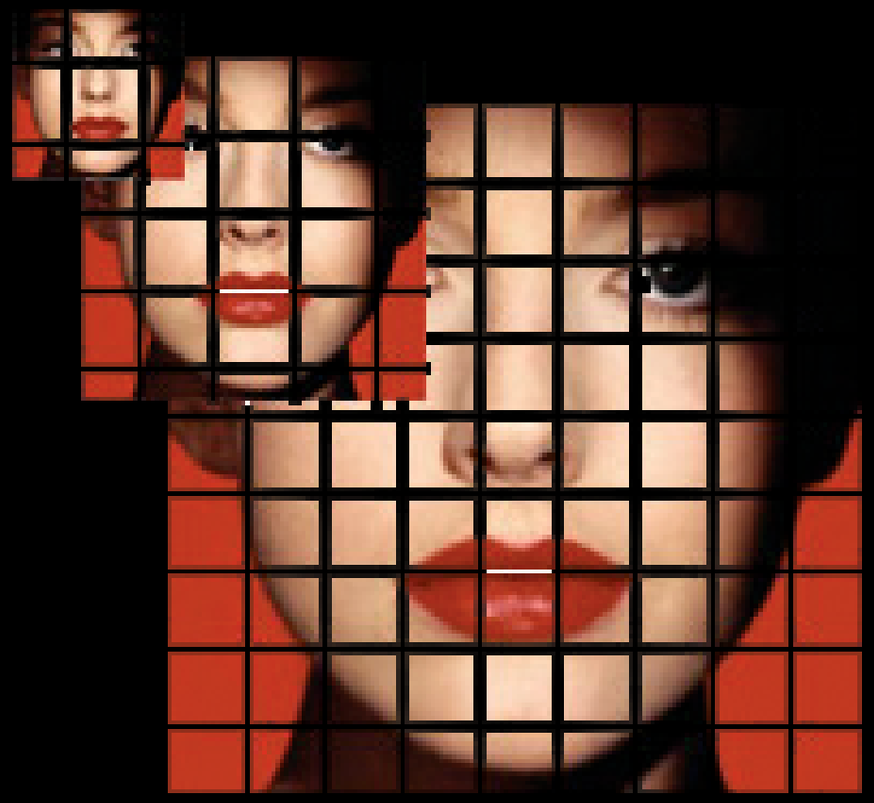
Real-World Applications…

Pete Falco
pete@zoomify.com

Technology Overview

How it works

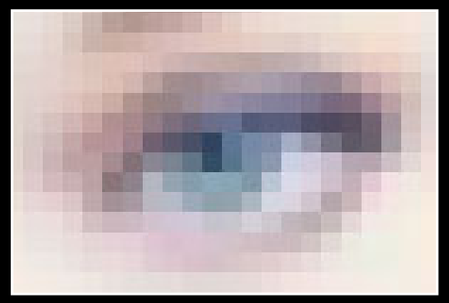
- Streaming vs. compression
- Standards-based
- Practical business model



Technology Framework

How to use it

- Drag-and-drop to convert any image
- Embed auto-download QuickTime component
- Copy to any Web server



Demo

Drag-and-Drop Image Conversion…

Pete Falco
pete@zoomify.com

Interactivity Tutorial

Zoomify hotspots

- Visual authoring in Adobe ImageReady
- Data-driven implementation
- Events, triggers, and more

Demo

Zoomify Hotspots…

Pete Falco
pete@zoomify.com

What's on the Horizon

- JPEG 2000
- Whiteboarding
- Synchronized browsing
- More…

Recap

- Zoomify enables ultra-high-res images in QuickTime
- Perfect for interactive images, objects, and panoramas
- Easy to author, fast to view, totally extensible

For More Information
www.zoomify.com

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eZedia

Session 715

eZedia

Stefan Embleton
President and CEO, eZedia

3D Interchange File Format

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Artists Create and Acquire 3D From Many Sources

kaydara

3D Interchange File Format

Curtis Garton
Technical Account Manager
Kaydara Inc. 2003

How Do You Exchange This Media ?

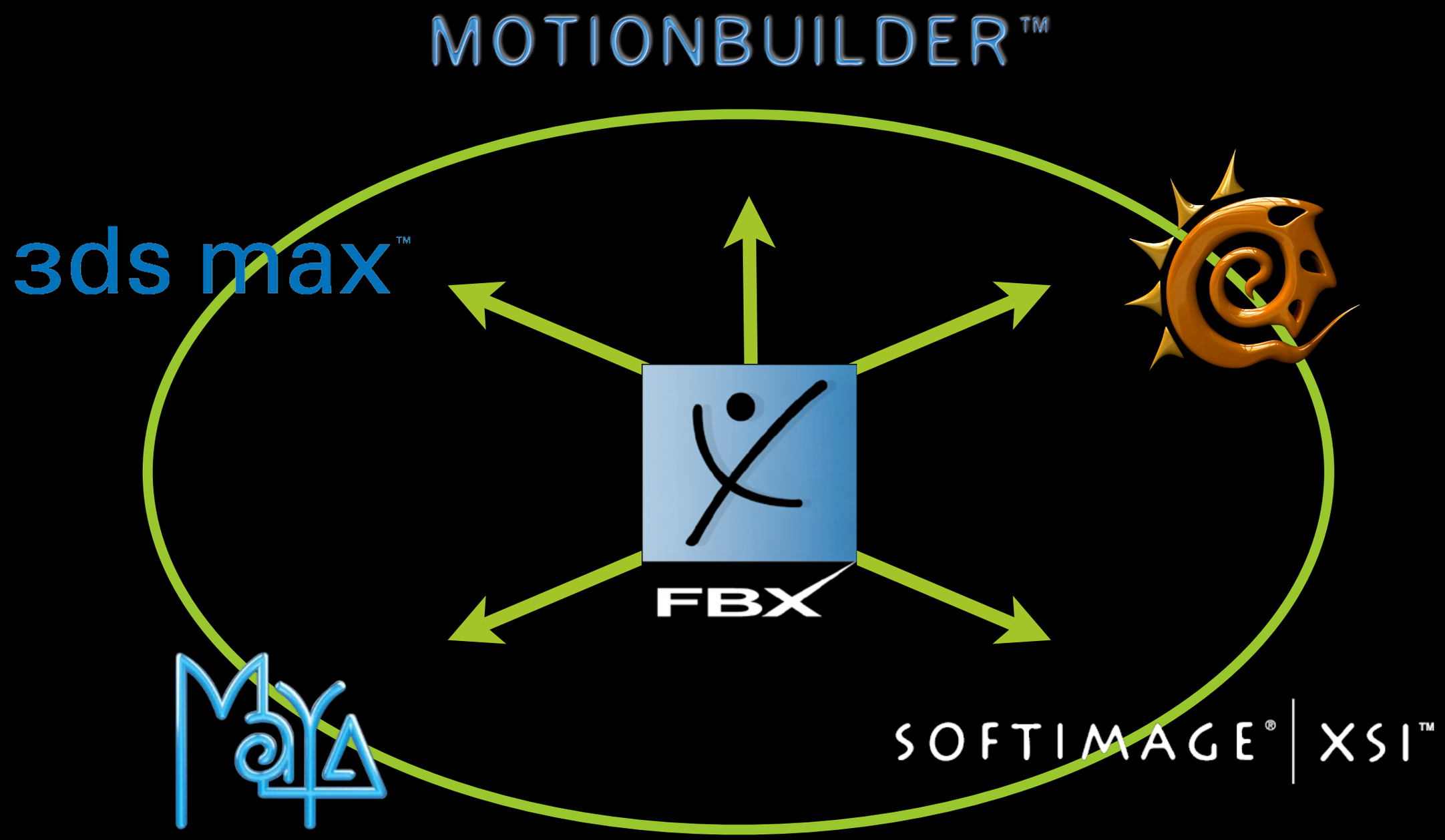
kaydara

Universal File Format

- 3D geometry
- Skeletons and skins
- Materials and textures
- Cameras and lights
- Animation
- 2D Images
- Video

The FBX Interchange Format

3D Interchange File Format



View Your 3D Content

Need Professional Application Render Sequence to Disk

kaydara

FBX for QuickTime

3D Enabled QuickTime

FBX

Visualize and Distribute Your 3D Content

kaydara

Interact With Your 3D Content

FREE Download

www.kaydara.com/quicktime

kaydara

FBX for QuickTime read, manipulate and play back .fbx files in QuickTime

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FBX for QuickTime®

Home › quicktime ›

FBX for QuickTime is a component addition to Apple's QuickTime platform that allows playback and interaction with 3D files from any major 3D application inside the QuickTime client. FBX for QuickTime provides a simple and easy method for visualization and signoff on 3D production content.

FBX: Universal 3D Compatibility
FBX for QuickTime leverages the power and flexibility of Kaydara's FBX format, a royalty-free authoring and interchange format designed for data exchange between 3D authoring packages. A robust, platform-independent format, FBX is currently supported by a majority of 3D packages and 3D content vendors.

FBX for Quicktime

- FBX for QuickTime Documentation
- Samples
- FAQ
- Authoring FBX for QuickTime
- FBX for QuickTime Pro
- Discussion Forum
- Whitepaper

VideoClix

Session 715

VideoClix

Mark Cohen
Vice President of Product Development
Eline Technologies

Wrap Up

Roadmap—Wednesday

	Russian Hill	Pacific Heights	Haight/ Ashbury	SOMA
9:00	711 Audio and QuickTime		712 QuickTime for the Web	713 Introduction to QuickTime Interactivity
10:30			714 Large-Scale Webcasting: Macworld Keynote Case Study	715 QuickTime Interactivity Tools
12:00				
2:00	716 Advanced QuickTime Programming Techniques		717 3GP: Myth Versus Reality	718 AppleScript and QuickTime
3:30			719 Administering QuickTime Streaming Server	720 Content Creation for Mobile Phones: Top 10 Success Factors
5:00			721 WiFi and 3G: Let the Games Begin	722 Advanced QuickTime Interactivity

Roadmap—Thursday

	The Mission	Haight/ Ashbury	SOMA
9:00		723 The Real Story About MPEG-4 Visual Licensing	724 What's New With QuickTime VR?
10:30		725 QuickTime and Enhanced CDs	726 Cutting-Edge Projects Using QuickTime VR
12:00			
2:00	727 QuickTime Streaming Server Programming	728 Produce a Listening Party With QuickTime	729 Industrial-Strength Encoding
3:30		FF011 QuickTime Feedback Forum	
5:00			

Roadmap—Friday

	Pacific Heights	The Marina
9:00		
10:30	730 QuickTime Alternative Programming Environments	
12:00		
2:00		731 Internet Application Development: The New Frontier
3:30		
5:00		

Who to Contact

Guillermo Ortiz
QuickTime Technology Manager
quicktimeman@apple.com

http://developer.apple.com/wwdc2003/urls.html

For More Information

Documentation

General Information

http://www.apple.com/quicktime

Developer Information

http://developer.apple.com/documentation

QuickTime Information

http://developer.apple.com/QuickTime

Do Not Miss!

Lab: QuickTime Content Creation

Meet with QuickTime content experts for daily content specific topics that are of special interest to you. Bring your own media and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab: QuickTime Development

Meet with Apple's QuickTime engineers. Each day will emphasize a specific QuickTime development topic. Bring your own code and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab Hours

Monday	12:00pm to 6:00pm
Tuesday	9:00am to 6:00pm
Wednesday	9:00am to 6:00pm
Thursday	9:00am to 4:30pm
Friday	9:00am to 6:00pm

Q&A

Stephen Tonna
Product Manager, QuickTime
stonna@apple.com

http://developer.apple.com/wwdc2003/urls.html

WWDC 2003

Worldwide Developers Conference